

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Released of Advertisement in ‘Safari India’, Magazine through M/s. Akshara Advertising Ltd., Hyderabad – Publication Charges – Sanction of an amount of Rs.75,000/- (Rupees Seventy Five Thousand only) - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 86

Dated:-25-01-2014

Read the following:

1. From Safari India, New Delhi, Dated:25-10-2013.
2. Govt.Lr.No.6103/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.01-11-2013.
3. Bill No. S/121/13, of M/s. Akshara Advertising Ltd., Hyderabad, Dated:19-12-2013.

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ORDER:

In the letter 1st read above, Safari India, New Delhi, has requested to release Full page Tourism Promotion advertisement in ‘Safari India’, Magazine. Accordingly, Government have issued a work order for an amount of Rs.75,000/- (Rupees Seventy Five Thousand only) for publication of the said Tourism Promotion work through M/s. Akshara Advertising Ltd., Hyderabad, in the reference 2nd read above.

2. In the reference 3rd read above, M/s. Akshara Advertising Ltd., Hyderabad, has furnished a bill for an amount of Rs.75,000/- (Rupees Seventy Five Thousand only) towards publication of Full page Tourism Promotion work in ‘Safari India’, Magazine and requested the Government for arranging payment.

3. The Government, after careful examination of the matter, hereby accord sanction for an amount of Rs.75,000/- (Rupees Seventy Five Thousand only) towards Tourism Promotion published in ‘Safari India’, Magazine, through M/s. Akshara Advertising Ltd., Hyderabad.

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour of M/s. Akshara Advertising Ltd., Hyderabad, through on line. The details of Bank account is as follows:-

Account Name: Akshara Advertising, Ltd,
Name of the Bank: Axis Bank Ltd, Universal Insurance Bld.
Gr Floor, Sir P.M. Road, Fort Mumbai-400001.
Bank Branch: Mumbai Fort (MH)
Account No.: 910020047482542
IFSC Code: UTIB00000004
PAN No. : AAHCA2048Q

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To,
M/s. Akshara Advertising Ltd., Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded:: By Order//

SECTION OFFICER